R J Reynolds
Tobacco Company

D.M 8/7/92
T&D 8/7/92
S.R.M. 1 1
S.A.M. 8/7/92

August 6, 1992

M.A. YOUNG
Regional Sales Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

TO: J. H. Casey

RE: 1st Quarter 1993 Work Plan

Dear Joe:

First of all, I appreciate your quick turnaround on completing your budget. Overall, your plan looks good.

WINSTON: You have a good mix of premiums and coupons. Promoted volume is in-line with Region 1st Quarter case goal.

SALEM: No problem

CAMEL: You've selected premium items for all promotions. Review these items and change at least one premium to $2 carton coupons to increase promoted volume.

MORE: Since the total Region MORE budget has been placed in your Division, we need to promote a minimum of 10% of the Region's 1st Quarter goal. This equates to 237 cases versus your current plan that promotes 52 cases. The only way to get close to the target promoted volume number is to direct your spending to $3 carton coupons on 2 of your 3 MORE premium items. Please review and make the changes. EXAMPLE (Cost per promoted pack):

MORE Lighter	$1.33/pack
MORE Pen	$1.30/pack
MORE Cards	$ .80/pack
MORE B1G1F	$ .43/pack
MORE $3 Coupon	$ .30/pack

Joe, let me know if you have any questions.

Sincerely,

Mark

M. A. Young

MAY/ams
M-4

"We work for smokers."

51854 1679

Source: https://www.industrydocuments.ucsf.edu/docs/jnjn0000